## CLAIMS

1. An electric motor or alternator comprising:

a stator comprising pairs of magnets or coils for providing an electromagnetic field:

a rotor mounted on an armature shaft and rotatably positioned in said stator, said rotor comprising a commutator positioned on an armature shaft;

a brush holder plate positioned around said commutator and comprising a plurality of brush boxes each capable of receiving at least one brush; and

said brush box comprising a heat sink for dissipating heat generated by said brushes to lower a brush temperature.

- The electric motor or alternator as recited in claim 1 wherein said heat sink comprises at least one fin situated on said brush box.
- The electric motor or alternator as recited in claim 1 wherein said heat sink comprises a plurality of fins situated on at least one of said plurality of brush boxes.
- The electric motor or alternator as recited in claim 3 wherein said plurality of fins comprises at least two fins.
- 5. The electric motor or alternator as recited in claim 4 wherein said plurality of brush boxes comprise a plurality of fins integrally formed, separately mounted or otherwise associated with said brush box with a good thermal connection.
- The electric motor or alternator as recited in claim 5 wherein said plurality of brush boxes and said heat sink is copper, aluminum or other materials with high thermal conductivity.
- 7. The electric motor or alternator as recited in claim 4 wherein said at least two fins are generally parallel to each other.

- The electric motor or alternator as recited in claim 4 wherein at least one of said at least two fins are non-planar.
- A method for decreasing brush temperature of an electric motor or alternator comprising the steps of:

providing a motor or alternator having a housing comprising a stator comprising at least two magnets or coils for providing an electromagnetic field;

providing a rotor mounted on an armature shaft, said rotor comprising a commutator positioned on an armature shaft:

providing a brush holder plate having a plurality of brush boxes each capable of receiving at least one brush; and

providing a heat sink on said brush box for dissipating heat generated by said brush.

- 10. The method as recited in claim 9 wherein said method comprises the step of: situating at least one fin on at least one of said plurality of brush boxes to provide said heat sink.
- 11. The method as recited in claim 9 wherein said method comprises the step of: situating a plurality of fins on at least one of said plurality of brush boxes to provide said heat sink.
- 12. The method as recited in claim 11 wherein said plurality of fins comprises at least two fins.
- 13. The method as recited in claim 9 wherein said method further comprises the step of:

providing a plurality of brush boxes comprising a plurality of fins integrally formed in, separately mounted or otherwise associated with said brush box with a good thermal connection.

- 14. The method as recited in claim 13 wherein method further comprises the step of: integrally forming, separately mounted or otherwise associated with said plurality of brush boxes and said heat sink from copper, aluminum or other materials with high thermal conductivity.
- 15. The method as recited in claim 12 wherein said at least two fins are substantially parallel to each other.
- The method as recited in claim 12 wherein at least one of said at least two fins are non-planar.
- 17. A brush retainer comprising:

a brush holder plate having an aperture therethrough for receiving a commutator, said brush holder further comprising a plurality of brush boxes each having at least one brush therein for contacting said commutator when said commutator is positioned in said aperture; and said brush holder comprising a heat sink.

- 18. The brush retainer as recited in claim 17 wherein said heat sink comprises at least one fin situated directly on said brush holder.
- 19. The brush retainer as recited in claim 17 wherein said heat sink comprises a plurality of fins situated directly on at least one of said plurality of brush boxes.
- 20. The brush retainer as recited in claim 19 wherein said plurality of fins comprises at least two fins.
- 21. The brush retainer as recited in claim 19 wherein said plurality of brush boxes comprise a plurality of fins integrally formed, separately mounted or otherwise associated with said brush box with a good thermal connection.
- 22. The brush retainer as recited in claim 17 wherein said plurality of fins are substantially parallel to one another.

- 23. The brush retainer as recited in claim 22 wherein said plurality of fins are copper, aluminum or other materials with high thermal conductivity.
- 24. The brush retainer as recite in claim 17 wherein said brushes comprise a brush temperature without said heat sink and a second brush temperature with said heat sink, said second brush temperature being at least 9.7 degrees Celsius lower than said brush temperature.
- 25. The brush retainer as recited in claim 20 wherein at least one of said at least two fins are non-planar.